

Project: #507-PA-2000  
Project: Bill Heard Chevrolet Dealership  
Location: 8705 E. McDowell Road  
Scottsdale, AZ 85257

Applicant: Lou Jekel  
Jekel & Howard, L.L.P.  
8283 N. Hayden Road  
Suite 100  
Scottsdale, AZ 85258-2455

## **PROJECT NARRATIVE**

This Development Review application is requested for the property located on the Southwest corner of Pima Road and McDowell Road. The property owner, Twentieth Century Land Corporation, a subsidiary of Bill Heard Enterprises, Inc., intends to build a new Bill Heard Chevrolet dealership for the display and sale of new and used vehicles. The property will consist of a new car sales showroom, a smaller used car sales building, new and used car outside display, and a parking garage on the South side of the property for inventory storage and employee parking. The dealership will only be used for sales of new and used vehicles and will not have a service or auto body repair facility. Mechanical repair service and auto body repair will remain on the Bill Heard property located on the northeast corner of Scottsdale Road and McDowell Road. Communications on the dealership site will be handled with a personal pager system. No public address system or other noise creating type of communication will be used.

The proposed site is vacant. In the past, a portion of the site was used as a service facility for repair of large motor home vehicles and the AME Food Service wholesale food distribution warehouse.

The design for the new car sales building will consist of a two story showroom with a mezzanine like partial second story. The used car sales building will be a smaller version but very similar to the new car building. The parking garage will be set back 50 feet from the southern property line. The south side walls of the garage will be constructed to blend in with

the neighborhood design and color pallet. Applicant has reserved the northeast corner of the site for construction of a City of Scottsdale welcoming entry sign. The sign monument will incorporate the recommendations of the City's design staff and surrounding homeowners to create an attractive welcoming view for those entering the City.

Landscaping will consist of a combination of decomposed granite, sod, trees and plants. A landscaped berm will be constructed around the perimeter of the site with controlled access. All trees and plants to be used will be compatible with the area, require minimal water and will conform to all Scottsdale landscape policies. Mature trees and landscaping will be planted on the south side of the parking garage. All landscaping will be done in such a manner to compliment and enhance the appearance and quality of life of the neighborhood.

Access to the site will be through one main entrance along McDowell Road. There will be no access to the Pima Road alignment. An emergency access entrance will accommodate emergency vehicles needing access to the property.

Drainage will be handled both on site and through access to the existing outfall running parallel to the east boundary of the property and will fully comply with City of Scottsdale regulations.

The tight constraints of the site influenced the building design such that the best utilization of the property was to attach the sales/showroom and used car buildings to the storage garage. This allowed for maximum landscape and open space while putting a large area of vehicle display to the front of the property. The sales/showroom and used car buildings have large areas of glass to the front and therefore they have been oriented with the front having a North exposure. The front display lots are depressed approximately 1' - 6" below the right-of-

way elevation to reinforce a more natural topographic appearance from the street while maintaining security for the lots. We have also provided a pedestrian walk connection between the sales/showroom and used car building with fixed seating next to landscape areas.

The Chevrolet Owner's program requirements dictate the organization and form of the sales/showroom and used car buildings. Natural light into the floor space is important therefore we have put as much glass into the exterior walls as possible and put it toward the front of the buildings. The rear portion of the buildings are for business operations and hence it is more solid consisting of stud walls. We have provided solid walls at vehicle ramps in lieu of open metal railings to maintain the character of the Scottsdale area, which seems to be more solid massing of objects. The building has a large area of fascia to capture the eye and contain signage for the dealership. The fascia material is aluminum composite panels, which are very durable. The solid portions of the sales/showroom and used car building are finished in synthetic stucco otherwise or more formally called exterior insulating finish system (E.I.F.S.). This is chosen because it reduces the likelihood of cracking which typically occurs with traditional three-part stucco. The storage garage will be a concrete structure with pre-cast concrete exterior wall panels.

The color palette was chosen to complement the colors of the southwest region without using the established "standard" southwestern colors. The colors were also chosen to give the project a modicum of austerity and formality.

The new facility will allow Bill Heard Chevrolet to continue to grow and contribute even more to Scottsdale's economic vitality.

# PROJECT INFORMATION

## DESIGN TOTALS

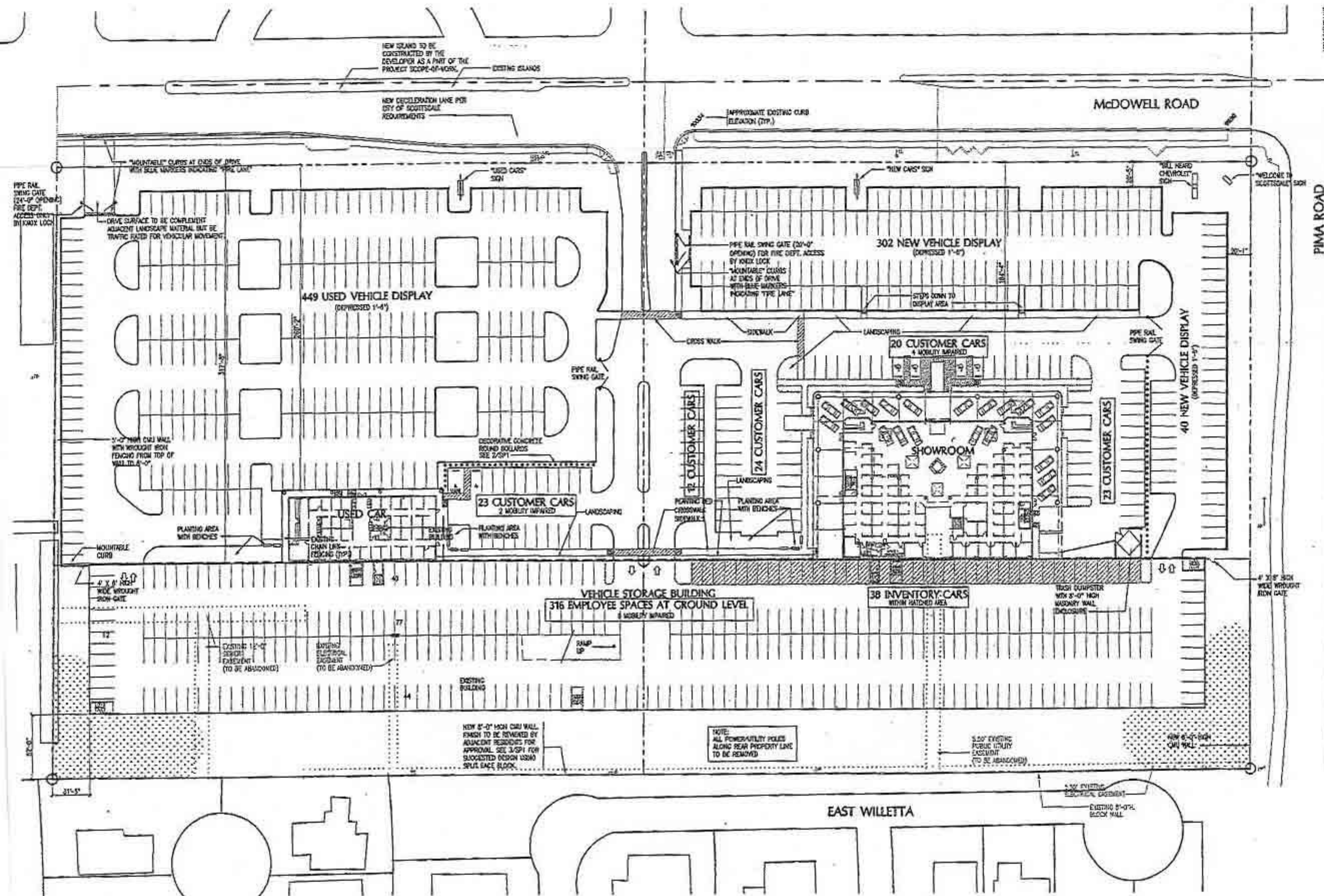
SHOWROOM	18,745 SQ. FT.
1ST FLOOR	18,438 SQ. FT.
2ND FLOOR	307 SQ. FT.
BUILDING TOTAL	48,177 SQ. FT.
STORAGE GARAGE	220,784 SQ. FT.
GROUND & FIRST LEVELS (INCLUDING RAMP)	220,784 SQ. FT.
ROOF LEVEL	89,343 SQ. FT.
BUILDING TOTAL	310,127 SQ. FT.
USED CAR	8,150 SQ. FT.
1ST FLOOR	8,150 SQ. FT.
SUM BUILDING TOTAL	365,000 SQ. FT.

SITE AREA: 11.06 ACRES

CAR COUNTS	
NEW CAR DISPLAY	302
NEW CAR INVENTORY IN GARAGE	764
USED CAR DISPLAY	449
TOTAL CARS	1,515

# PROJECT DATA TABLE

NET LOT AREA:	481,777 SQ. FT.
GROSS FLOOR AREA ALLOWED:	481,777 SQ. FT. x .8 = 385,381 SQ. FT.
GROSS FLOOR AREA PROVIDED:	365,000 SQ. FT.
BUILDING VOLUME ALLOWED:	481,777 SQ. FT. x 9.5 = 4,576,881 SQ. FT.
BUILDING VOLUME PROVIDED:	
SHOWROOM	1ST FLR. 18,745 SQ. FT. x 13'-0" = 243,685 SQ. FT.
	2ND FLR. 307 SQ. FT. x 17'-0" = 5,219 SQ. FT.
USED CAR	8,150 SQ. FT. x 15'-0" = 122,250 SQ. FT.
GARAGE	1ST FLR. 110,392 SQ. FT. x 10'-0" = 1,103,920 SQ. FT.
	2ND FLR. 110,392 SQ. FT. x 10'-0" = 1,103,920 SQ. FT.
	ROOF 110,392 SQ. FT. x 4'-0" = 441,568 SQ. FT.
TOTAL BUILDING VOLUME PROVIDED:	3,859,292 SQ. FT.
PARKING SPACES REQUIRED:	
A. EMPLOYEE	
54,303 SQ. FT. TOTAL INDOOR FLOOR AREA ÷ 200	272 SPACES
B. EMPLOYEE	
751 DISPLAY SPACES ÷ 20	38 SPACES
C. CUSTOMER	
751 DISPLAY SPACES ÷ 20	38 SPACES
TOTAL EMPLOYEE PARKING SPACES REQUIRED:	310 SPACES
TOTAL EMPLOYEE PARKING SPACES PROVIDED:	318 SPACES
TOTAL CUSTOMER PARKING SPACES REQUIRED:	38 SPACES
TOTAL CUSTOMER PARKING SPACES PROVIDED:	102 SPACES
TOTAL MOBILITY IMPAIRED PARKING SPACES REQUIRED:	
FOUR PERCENT (4%) OF TOTAL REQUIRED SPACES = .04 x 348 = 14 SPACES	
TOTAL MOBILITY IMPAIRED PARKING SPACES PROVIDED:	14 SPACES



SITE PLAN

SCALE: 1"=80'-0"



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0017



## Landscape Concept & Plant List:

### McDowell Road Frontage:

Existing trees (Eucalyptus, acacia), walls and scattered shrubs remain from a prior McDowell streetscape improvement effort. This portion of McDowell Road is included in the 2003 "McDowell Corridor Improvement" study covering the area from 54th St. to Pima Road. This study is recommending the use of Palo Brea trees and a visually-open landscape character. This general theme will be used on both the McDowell and Pima frontages, with the option of replacing some existing trees with Palo Brea. South "rear yard" detention area:

This area will not be visible and is proposed to have dense evergreen tree cover that will screen the garage from view from adjacent residences, with no shrub cover below. The proposed tree species is Monrell Pine.

### Side-yard buffers:

The west side buffer is narrow and is proposed to be Tecoma 'Orange Jubilee' with groundcover below. The east buffer faces Pima Road and will be similar to the McDowell Road frontage.

### Entry corridor:

Palm species are used to provide visual impact, shade, height and mass along the central entry corridor. Selected palms will have helix structures at the base to support bougainvillea vines. Palo Brea trees are shown between palms to create a multi-level canopy. Ground covers are used in all beds.

### Interior islands:

Narrow shade trees and groundcovers are used throughout the parking areas. Species options would be Palo Brea, Dalbergia and Willow Acacia.

### Preliminary Plant Options:

#### Trees

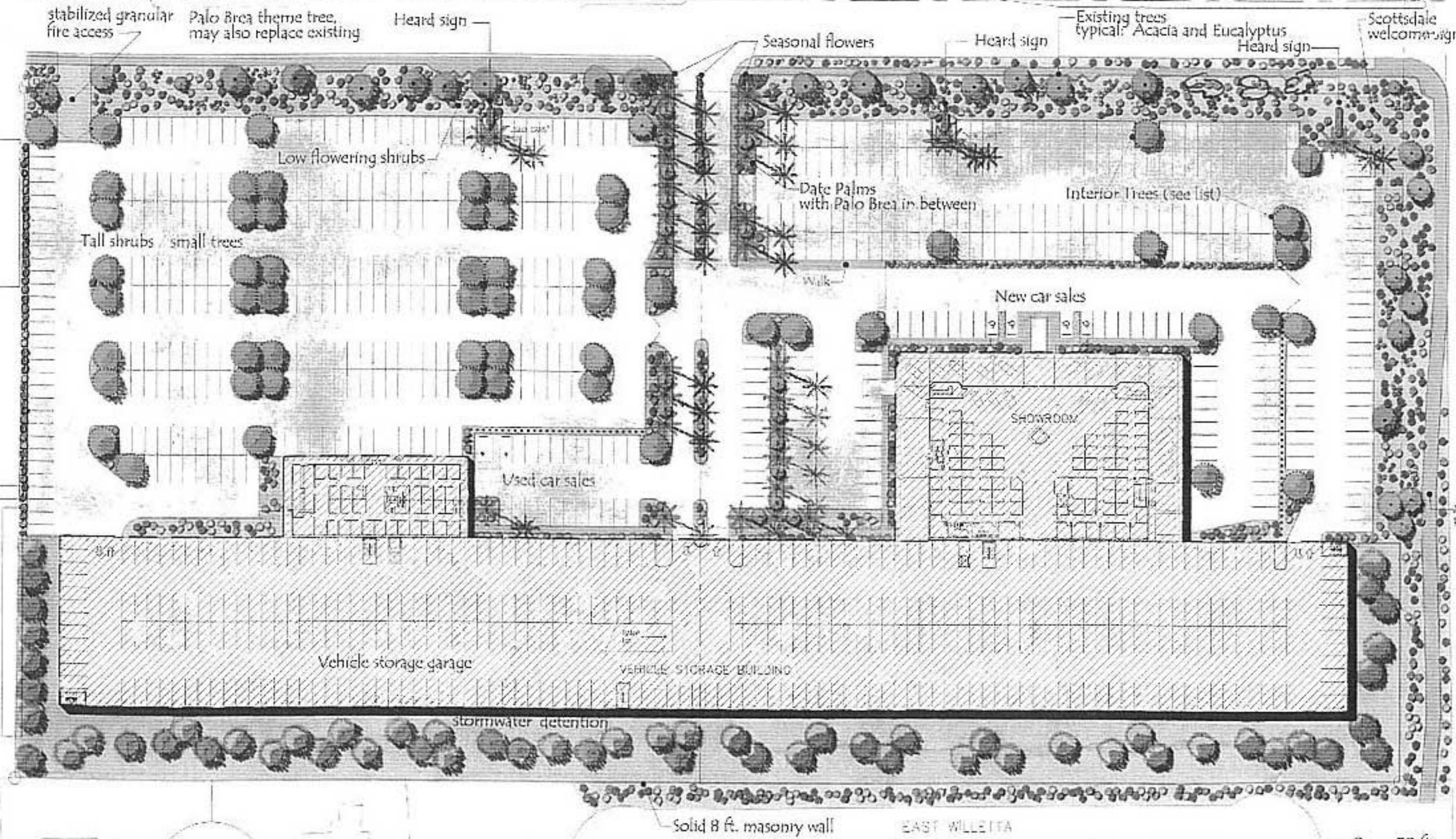
- Palo Brea (*Condalia arborescens*)
- Swart Acacia (*Acacia fraseriana* (small))
- Palo Blanco (*Acacia villosa*)
- Willow Acacia (*Acacia villosa* (medium))
- Ghost Gum (*Eucalyptus propinqua*)
- Narrow-leaved Gum (*Eucalyptus miniata*)
- Monrell Pine (*Pinus clausa*)
- Chitalpa 'Pink Dawn' (*Chitalpa trichostema*)
- Dalbergia (*Dalbergia sissoo*)
- Date Palm (*Phoenix dactylifera*)
- Canary Bird Date Palm (*Phoenix reclinata*)

#### Shrubs and groundcovers

- Larkspur varieties
- Desert Quail
- Spreading Ruesia
- Velvet Grass
- Mediterranean Fan Palm
- Texas Ranger (a hedge plant)
- Bougainvillea 'La Jolla', 'Rancho', others
- Ceanothus 'Virens'
- Tecoma 'Orange Jubilee'
- Desert Rose 'Rajal Mist'
- Rat Hortensia

#### Desert Accent Areas if used:

- Scotties Yucca, other yuccas
- Chihuahuan Cactus
- Selected desert specimens
- Large Yucca, other
- Seasonal flowers



See civil and electrical plans for lighting. Signs by separate permit.



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Landscape Design  
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Bill Heard Chevrolet, Scottsdale  
Pima Road at McDowell Road, Scottsdale

Development Review  
Landscape Concept

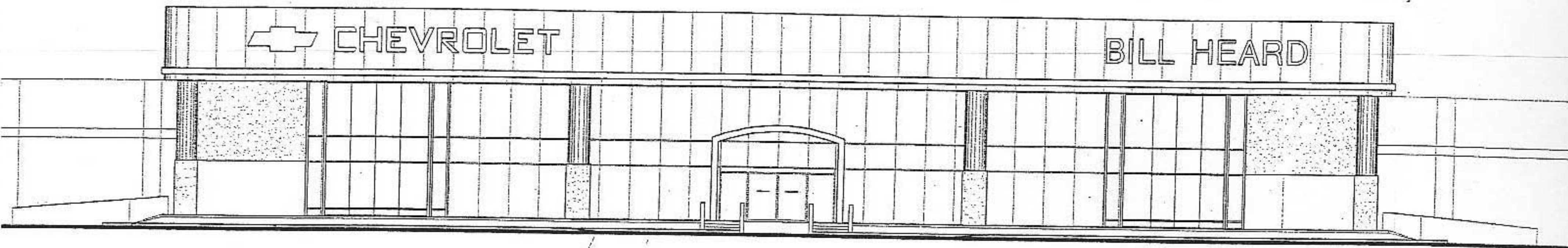


Date:  
8-11-2003  
Job No.:  
0209.1  
Drawn:  
KCC  
Revised:

PRELIMINARY, NOT FOR CONSTRUCTION

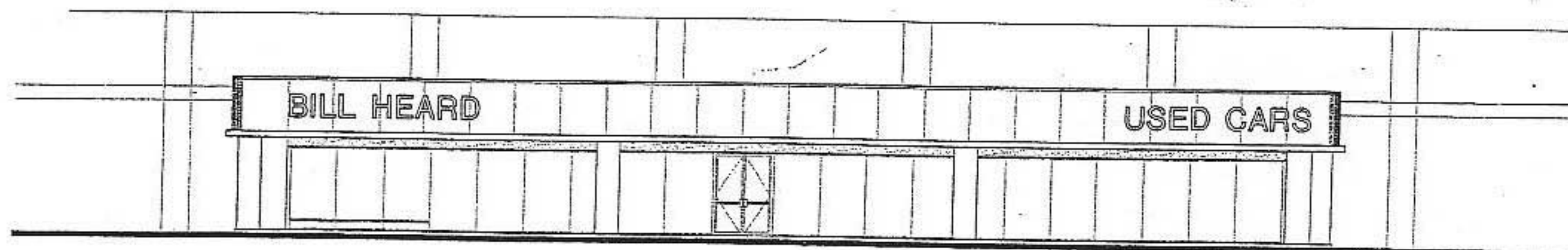
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08/29/2003





## SHOWROOM ELEVATION

SCALE: 1/16" = 1'-0"



## USED CAR ELEVATION

SCALE: 1/16" = 1'-0"



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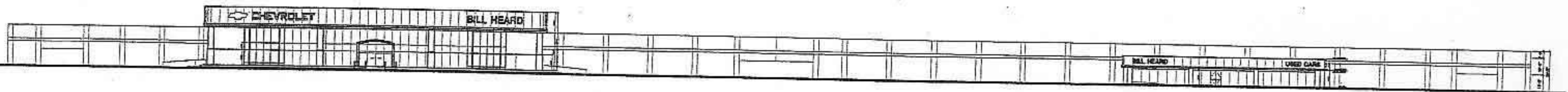
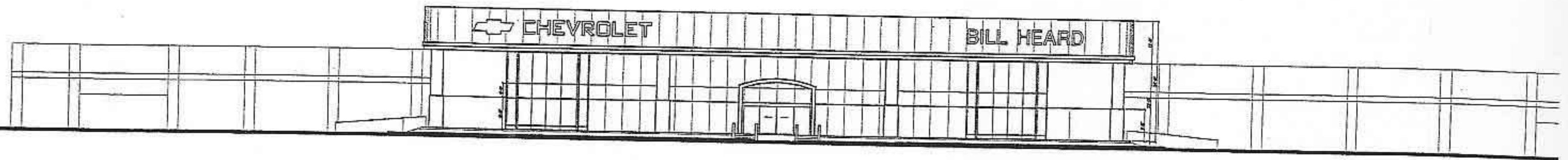
*Architects*

SHEET NO.

FI-2

TITLE: EXTERIOR ELEVATION  
PROJECT: BILL HEARD - SCOTTSDALE, AZ

PROJECT NO.: 0017  
DATE: 9/5/03



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SHEET NO.

100





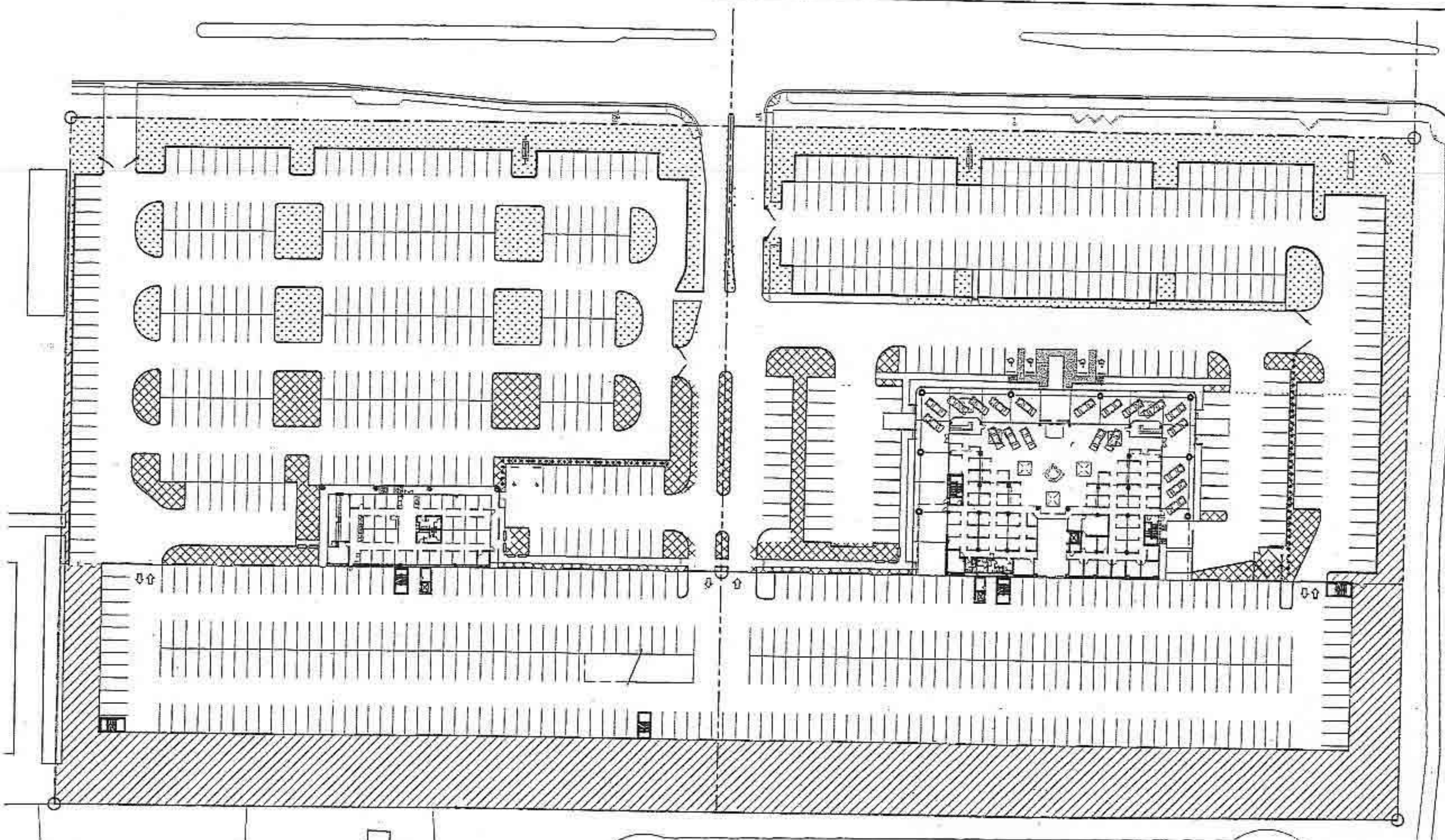
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**BILL HEARD CHEVROLET - SCOTTSDALE, ARIZONA**



TITLE  
PROJECT: BILL HEARD CHEVROLET - SCOTTSDALE, AZ

PROJECT NO.: 0017  
DATE 9/5/03



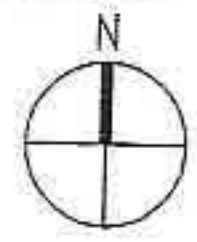
OPEN SPACE CALCULATIONS.		
ZONING: C-4		
NET LOT AREA: 481,727 SQ. FT.		
BUILDING HEIGHT: 34'		
MAXIMUM BUILDING HEIGHT - 34' PROPOSED ( 35' ALLOWED)		
FIRST 12' OF HEIGHT = 10% X NET LOT AREA		
= .10 X 481,727 = 48,173		
NEXT 22' OF HEIGHT = 22' X .004 X 481,727 = 42,392 SQ. FT.		
OPEN SPACE (NOT INCLUDING PARKING LOT LANDSCAPING)		
REQUIRED		PROVIDED
48,173 + 42,392 = 90,565 SQ. FT. (10%)		116,614 SQ. FT.
PARKING LOT LANDSCAPING		
REQUIRED		PROVIDED
PARKING LOT AREA X .15%		49,879 SQ. FT.
222,306 SQ. FT. X .15 = 33,345 SQ. FT.		

DENOTES FRONT OPEN SPACE

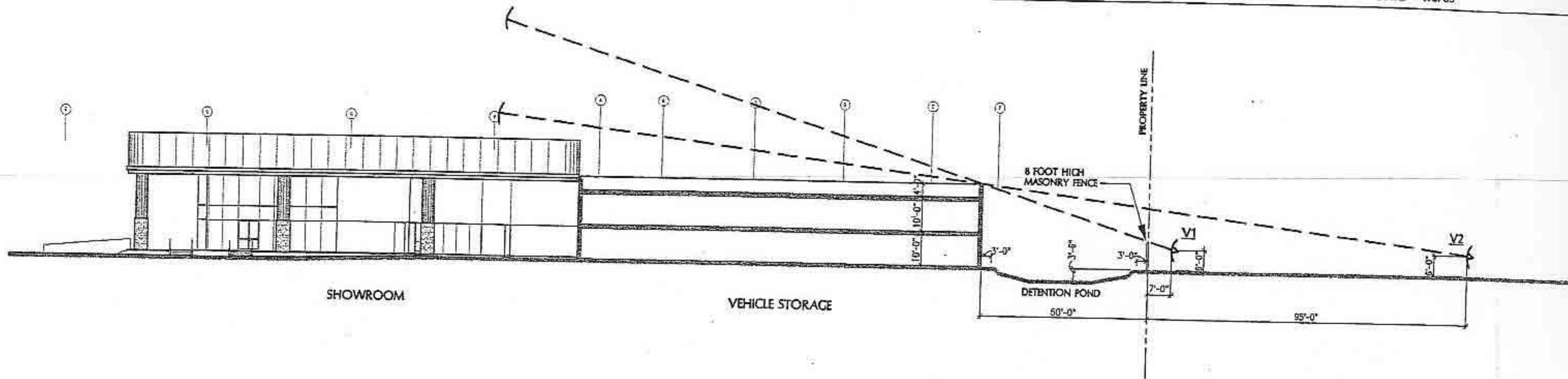
DENOTES PARKING LOT LANDSCAPING

DENOTES OPEN SPACE OTHER THAN FRONT OPEN SPACE

1 SITE PLAN - OPEN SPACE  
SCALE: 1" = 80'

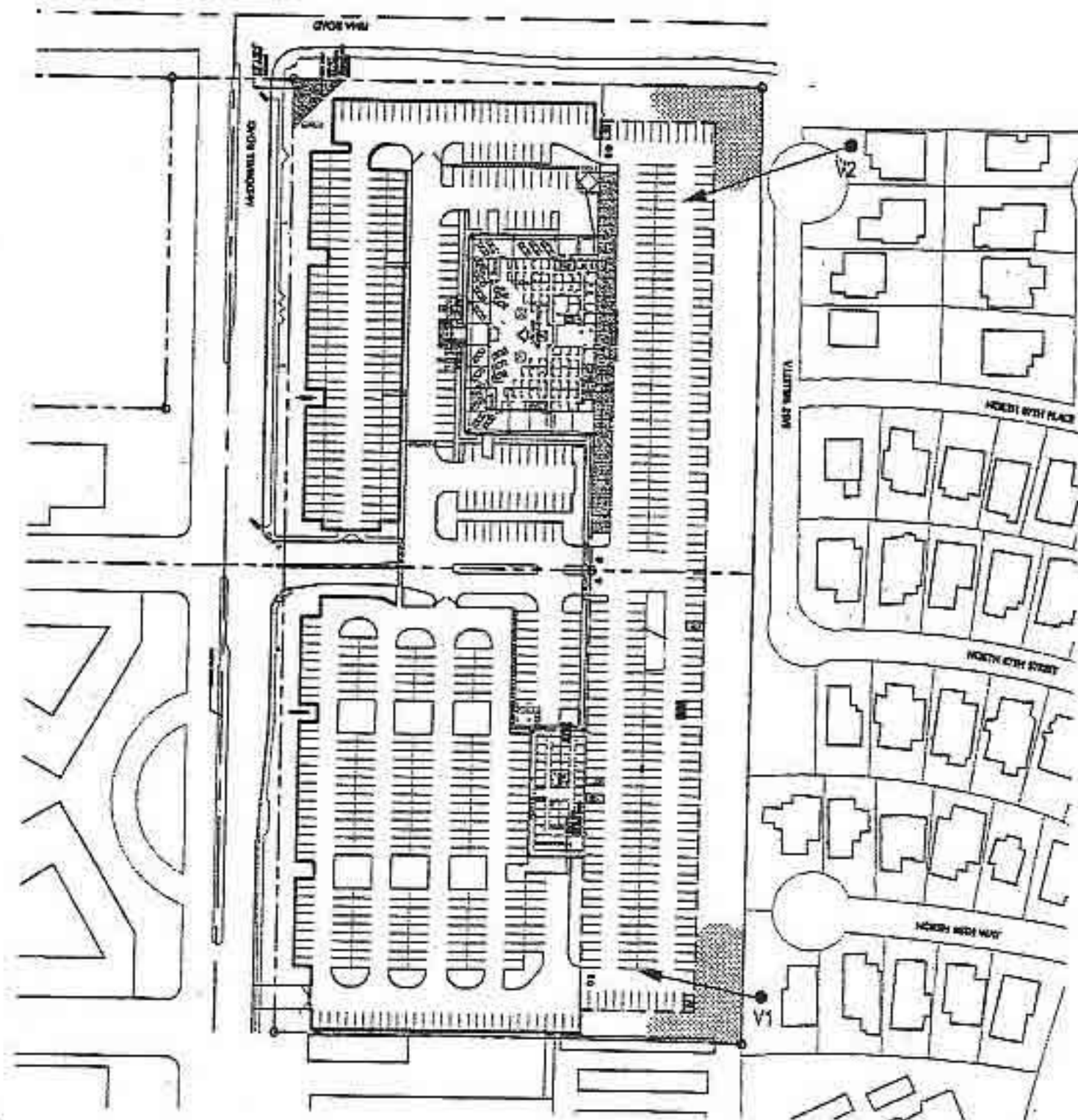






## SITE LINE STUDY ( Views from East Willetta)

SCALE: 1" = 30'-0"



## SITE PLAN

SCALE: 1" = 200'-0"



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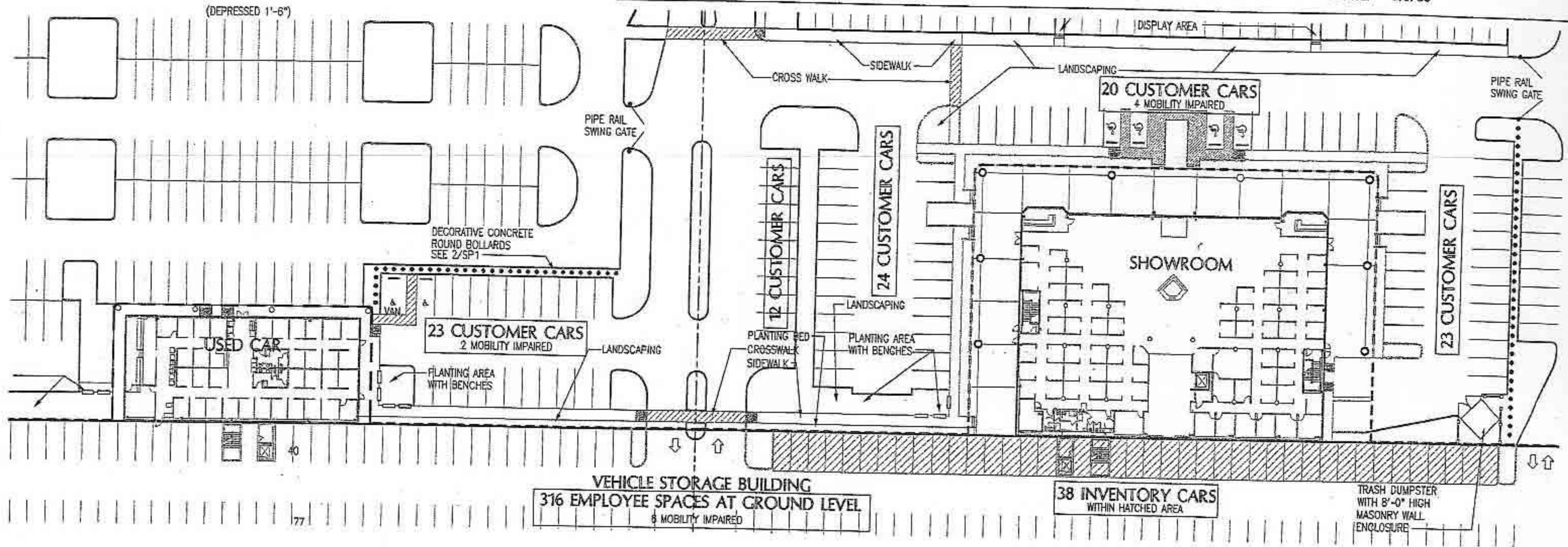
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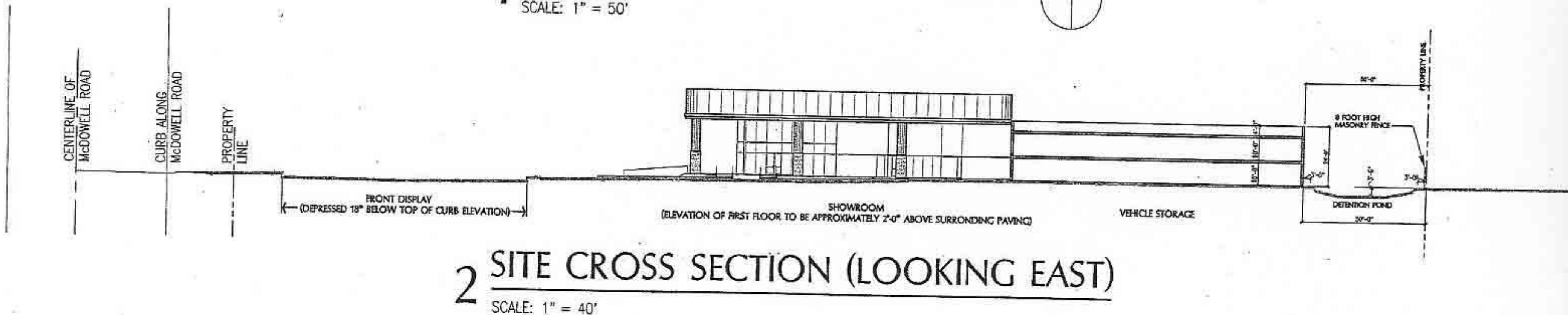


TITLE:  
PROJECT: BILL HEARD CHEVROLET - SCOTTSDALE, AZ.

PROJECT NO.: 0017  
DATE: 9/5/03



1 PARTIAL SITE PLAN  
SCALE: 1" = 50'



2 SITE CROSS SECTION (LOOKING EAST)  
SCALE: 1" = 40'



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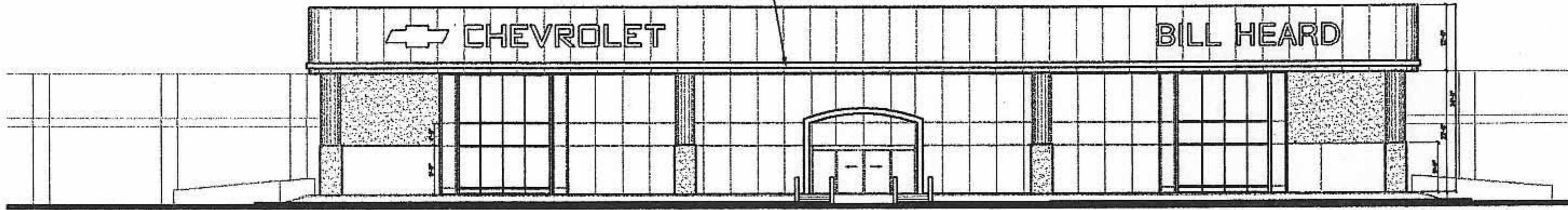
4710 BELLAIRE, SUITE 105, BELLAIRE, TEXAS 77401 TEL: (713) 660-6102 FAX: (713) 660-8550

SHEET NO.

SP1.1



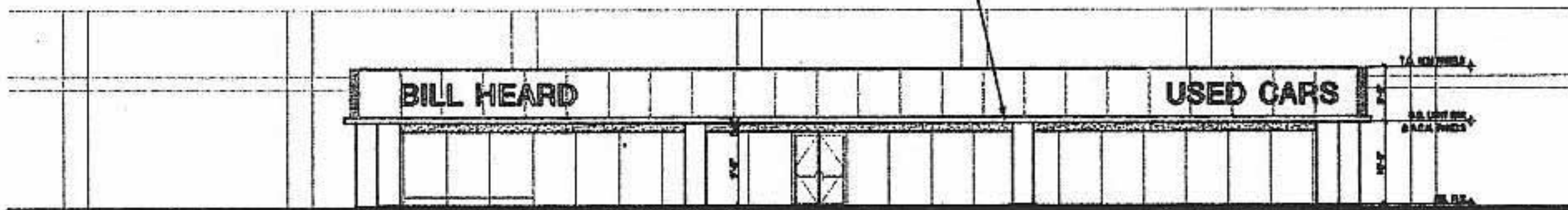
SEE DETAIL 3 FOR  
LIGHT BAR DETAIL



## 2 SHOWROOM ELEVATION

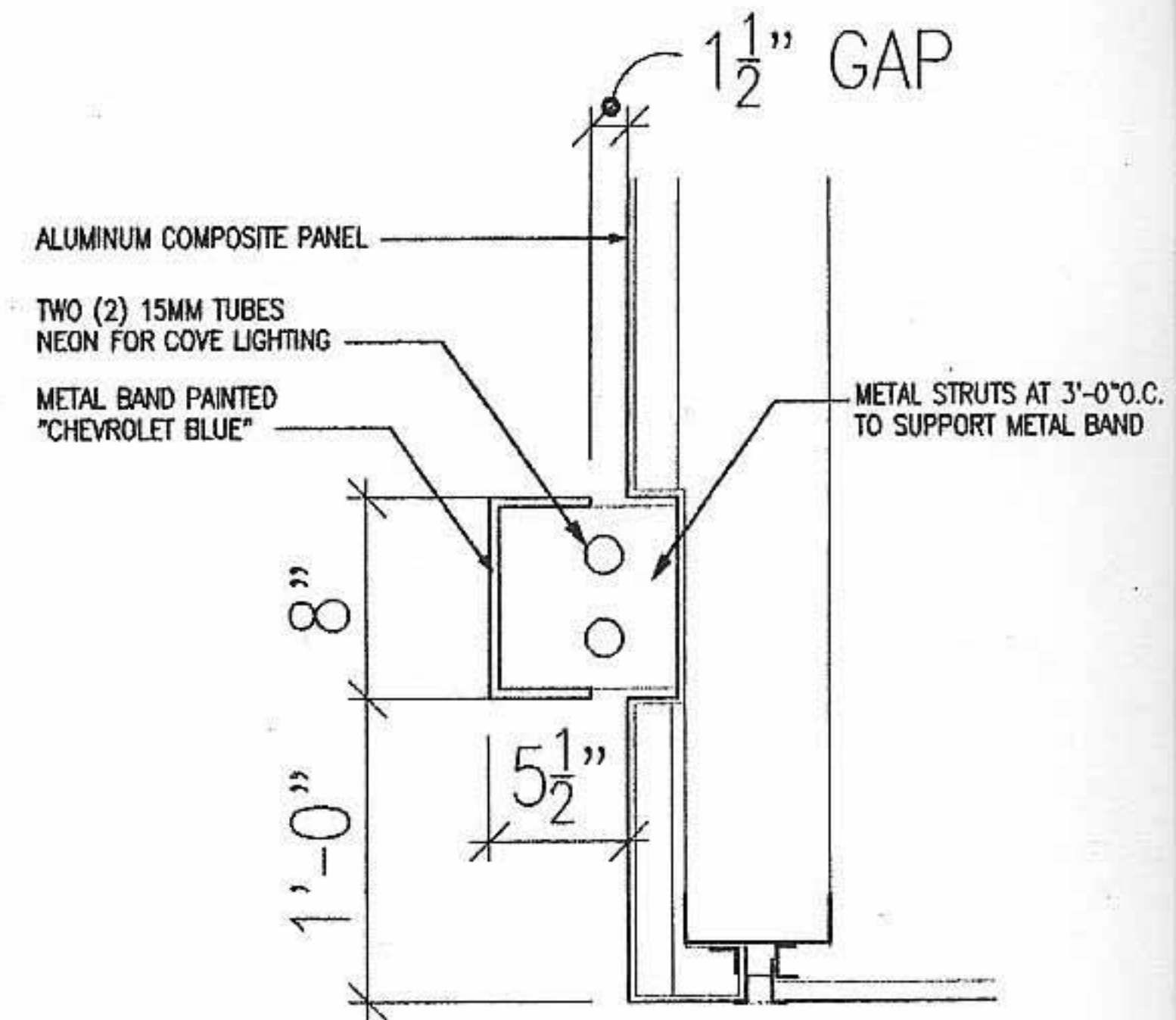
SCALE: 1"= 30'-0"

SEE DETAIL 3 FOR  
LIGHT BAR DETAIL



## 1 USED CAR ELEVATION

SCALE: 1"= 30'-0"



## 3 LIGHT BAR DETAIL

SCALE: 1"=1'-0"